

**IN THE CLAIMS**

1. (currently amended) An electronic commerce system, comprising:

a user terminal operable by a user, the user terminal including a display and a user input interface operable to receive input from a user for purchasing a commodity;

a first storage unit operable to store image data of commodities for sale to the user and user purchase history data including information concerning one or more prior purchases of one or more of the commodities by the user;

a second storage unit operable to store image data of backgrounds;

a first acquisition unit operable to acquire content data of one of the commodities and content data of one of the backgrounds selected by the user via the user terminal;

a second acquisition unit operable to acquire image data representing an ~~including a 3-dimensional~~ image of the one commodity from the first storage unit and image data of the one background from the second storage unit;

a graphics unit operable to extract coordinates of the ~~3-dimensional~~ image of the one commodity that can be seen from a viewpoint selected by ~~a~~ the user from among a plurality of different user-selectable viewpoints and to produce a display image by combining an image of the one commodity ~~converted from the 3-dimensional image~~ according to the extracted coordinates and an image of the one background created from the image data of the one background; and

a supply unit operable to supply the display image to the user terminal and to supply the user purchase history data to the user terminal, thereby enabling the display image and the user purchase history data to be displayed on the display,

whereby the supply unit is operable to display the user purchase history data for reference by the user in

considering purchase of the one commodity depicted in the display image, and the user input interface is operable to receive the user input for purchasing the one commodity in response to the display of the display image.

2. (original) An electronic commerce system according to Claim 1, wherein the graphics unit includes a unit for incorporating a scale image into the display image.

3. (original) An electronic commerce system according to Claim 1, wherein the graphics unit includes a unit for rotating the image of the one commodity.

4. (canceled)

5. (original) An electronic commerce system according to Claim 1, further comprising another acquisition unit operable to acquire from the user terminal custom image data of a background prepared by the user and to store the custom image data in the second storage unit.

6. (original) An electronic commerce system according to Claim 5, further comprising an adjustment unit operable to adjust a scale of the custom image data prepared by the user.

7. (original) An electronic commerce system according to Claim 1, wherein the user terminal is a mobile communication terminal.

8. (currently amended) An electronic commerce system, comprising:

a user terminal operable by a user, the user terminal including a display and a user input interface operable to receive input from a user for purchasing a commodity; and

a commodity purchase assistance apparatus connected to the user terminal via a network, the commodity purchase assistance apparatus including:

a first storage unit operable to store image data of commodities for sale to the user and user purchase history data

including information concerning one or more prior purchases of one or more of the commodities by the user;

a second storage unit operable to store image data of backgrounds;

a first acquisition unit operable to acquire content data of one of the commodities and content data of one of the backgrounds selected by the user via the user terminal;

a second acquisition unit operable to acquire image data ~~including a 3-dimensional~~representing an image of the one commodity from the first storage unit and image data of the one background from the second storage unit;

a graphics unit operable to extract coordinates of the ~~3-dimensional~~ image of the one commodity that can be seen from a viewpoint selected by ~~a~~the user from among a plurality of different user-selectable viewpoints and to produce a display image by combining an image of the one commodity ~~converted from the 3-dimensional image~~ according to the extracted coordinates and an image of the one background created from the image data of the one background; and

a supply unit operable to supply the display image to the user terminal and to supply the user purchase history data to the user terminal, thereby enabling the display image and the user purchase history data to be displayed on the display,

whereby the supply unit is operable to display the user purchase history data for reference by the user in considering purchase of the one commodity depicted in the display image, and the user input interface is operable to receive the user input for purchasing the one commodity in response to the display of the display image.

9. (original) An electronic commerce system according to Claim 8, wherein the commodity purchase assistance apparatus further includes a unit operable to allow the commodity purchase assistance apparatus to function as a server.

10. (original) An electronic commerce system according to Claim 8, wherein the user terminal further includes a transmitter unit operable to transmit to the commodity purchase assistance apparatus a request to purchase a commodity corresponding to the display image displayed on the display.

11. (original) An electronic commerce system according to Claim 10, wherein the commodity purchase assistance apparatus further includes a unit operable to make an arrangement for delivering the commodity when the request for purchasing the commodity is transmitted thereto from the user terminal.

12. (currently amended) An electronic commerce system, comprising:

a user terminal operable by a user, the user terminal including a display and a user input interface operable to receive input from a user for purchasing a commodity;

a first storage unit operable to store image data of commodities for sale to the user and user purchase history data including information concerning one or more prior purchases of one or more of the commodities by the user;

a second storage unit operable to store image data of backgrounds; and

a commodity purchase assistance apparatus connected to the user terminal and the first and second storage units, the commodity purchase assistance apparatus including:

a first acquisition unit operable to acquire content data of one of the commodities and content data of one of the backgrounds selected by the user via the user terminal;

a second acquisition unit operable to acquire image data ~~including a 3-dimensional~~ representing an image of the one commodity from the first storage unit and image data of the one background from the second storage unit;

a graphics unit operable to extract coordinates of the ~~3-dimensional~~ image of the one commodity that can be seen from a

viewpoint selected by a ~~the~~ user from among a plurality of different user-selectable viewpoints and to produce a display image by combining an image of the one commodity ~~converted from the 3-dimensional image~~ according to the extracted coordinates and an image of the one background created from the image data of the one background; and

a supply unit operable to supply the display image to the user terminal and to supply the user purchase history data to the user terminal, thereby enabling the display image and the user purchase history data to be displayed on the display,

whereby the supply unit is operable to display the user purchase history data for reference by the user in considering purchase of the one commodity depicted in the display image, and the user input interface is operable to receive the user input for purchasing the one commodity in response to the display of the display image.

13. (currently amended) A commodity purchase assistance apparatus ~~connected~~ connectable via a network to a user terminal, the user terminal being operable by a user and including a display, the commodity purchase assistance apparatus comprising:

a first storage unit operable to store image data of commodities for sale to the user and user purchase history data including information concerning one or more prior purchases of one or more of the commodities by the user;

a second storage unit operable to store image data of backgrounds;

a first acquisition unit operable to acquire content data of one of the commodities and content data of one of the backgrounds selected by the user via the user terminal;

a second acquisition unit operable to acquire image data representing an~~including a 3-dimensional~~ image of the one

commodity from the first storage unit and image data of the one background from the second storage unit;

a graphics unit operable to extract coordinates of the ~~3-dimensional~~ image of the one commodity that can be seen from a viewpoint selected by ~~a~~ the user from among a plurality of different user-selectable viewpoints and to produce a display image by combining an image of the one commodity ~~converted from the 3-dimensional image~~ according to the extracted coordinates and an image of the one background created from the image data of the one background; and

a supply unit operable to supply the display image to the user terminal and to supply the user purchase history data to the user terminal, thereby enabling the display image to be displayed on the display,

whereby the supply unit is operable to display the user purchase history data for reference by the user in considering purchase of the one commodity depicted in the display image and the user input interface is operable to receive the user input for purchasing the one commodity in response to the display of the display image.

14. (original) A commodity purchase assistance apparatus according to Claim 13, wherein the graphics unit includes a unit for incorporating a scale image into the display image.

15. (original) A commodity purchase assistance apparatus according to Claim 13, wherein the graphics unit includes a unit for rotating the image of the one commodity.

16. (canceled)

17. (original) A commodity purchase assistance apparatus according to Claim 13, further comprising another acquisition unit operable to acquire from the user terminal custom image data of a background prepared by the user and to store the custom image data in the second storage unit.

18. (original) A commodity purchase assistance apparatus according to Claim 17, further comprising an adjustment unit operable to adjust a scale of the custom image data prepared by the user.

19. (original) A commodity purchase assistance apparatus according to Claim 13, wherein the image data of the one background is stored in advance in the second storage unit or supplied from the user terminal.

20. (original) A commodity purchase assistance apparatus according to Claim 13, further comprising a unit operable to allow the commodity purchase assistance apparatus to function as a server.

21. (currently amended) A terminal operable by a user, the terminal being ~~connected~~ connectable via a network to a storage device operable to store image data of commodities for sale to the user and to store image data of backgrounds, the terminal comprising:

a display;

a user input interface unit ~~unit~~ operable by the user to select one of the commodities and one of the backgrounds;

an acquisition unit operable to acquire image data ~~including a 3-dimensional~~ representing an image of the one commodity and image data of the one background from the storage device and to acquire user purchase history data including information concerning one or more prior purchases of one or more of the commodities by the user;

a graphics unit operable to extract coordinates of the ~~3-dimensional~~ image of the one commodity that can be seen from a viewpoint selected by a ~~the~~ user from among a plurality of different user-selectable viewpoints and to produce a display image by combining an image of the one commodity ~~converted from the 3-dimensional image~~ according to the extracted coordinates

and an image of the one background created from the image data of the one background; and

a unit operable to display the display image and the user purchase history data on the display for reference by the user in considering purchase of the one commodity depicted in the display image,

whereby the user input interface is operable to receive the user input for purchasing the one commodity in response to the display of the display image.

22. (currently amended) A terminal operable by a user, the terminal being connected via a network to a storage device operable to store image data of commodities for sale to the user, the terminal comprising:

a display;

a storage unit operable to store image data of backgrounds;

~~a unit~~ user input interface operable by the user to select one of the commodities and one of the backgrounds;

an acquisition unit operable to acquire image data ~~including a 3 dimensional~~ representing an image of the one commodity from the storage device and image data of the one background from the storage unit and to acquire user purchase history data including information concerning one or more prior purchases of one or more of the commodities by the user;

a graphics unit operable to extract coordinates of the ~~3 dimensional~~ image of the one commodity that can be seen from a viewpoint selected by ~~a~~ the user from among a plurality of different user-selectable viewpoints and to produce a display image by combining an image of the one commodity ~~converted from the 3 dimensional image~~ according to the extracted coordinates and an image of the one background created from the image data of the one background; and



a unit operable to display the display image and the user purchase history data on the display for reference by the user in considering purchase of the one commodity depicted in the display image,

whereby the user input interface is operable to receive the user input for purchasing the one commodity in response to the display of the display image.

23. (currently amended) A method using a computer for assisting a user in purchasing a commodity, the method comprising:

acquiring content data of a particular commodity and content data of a background selected by the user via a user terminal;

acquiring image data corresponding to the particular commodity ~~including a 3-dimensional~~ representing an image of the particular commodity and image data corresponding to the selected background from a storage unit;

acquiring user purchase history data including information concerning one or more prior purchases of one or more of the commodities by the user;

producing a display image by extracting coordinates of the ~~3-dimensional~~ image of the particular commodity that can be seen from a viewpoint selected by ~~a~~ the user from among a plurality of different user-selectable viewpoints and combining an image of the particular commodity ~~converted from the 3-dimensional image~~ according to the extracted coordinates and an image of the selected background from the acquired image data; and

displaying the display image on a display of the user terminal;

displaying the user purchase history data for reference by the user in considering purchase of the one commodity depicted in the display image; and

when the user decides to purchase the one commodity, receiving user input for purchasing the one commodity in response to the display of the display image.

24. (original) A method according to Claim 23, further comprising storing image data of a background prepared by the user in the storage unit.

25. (original) A method according to Claim 24, further comprising adjusting a scale of the image data of the background prepared by the user.

26. (currently amended) A commodity purchase assistance apparatus, comprising:

a commodity information database operable to store image data of commodities for sale to a user and user purchase history data including information concerning one or more prior purchases of one or more of the commodities by the user;

means for producing a composite image by extracting coordinates of a ~~3-dimensional~~ an image of a commodity that can be seen from a viewpoint selected by a ~~the~~ user from among a plurality of different user-selectable viewpoints and combining an image of the commodity ~~converted from the 3-dimensional image~~ according to the extracted coordinates and an image of a background selected by the user in accordance with information about the commodity and information about the background selected by the user based on the database; and

means for supplying the composite image and the user purchase history data to a terminal operable by the user, thereby enabling the composite image and the user purchase history data to be displayed on a display of the terminal for reference by the user in considering purchase of the one commodity depicted in the display image.

27. (currently amended) An electronic commerce system having a commodity purchase assistance capability, comprising:

a server including:

a commodity information database operable to store image data of commodities for sale to the user and user purchase history data including information concerning one or more prior purchases of one or more of the commodities by the user; and

means for producing a composite image by extracting coordinates of ~~a 3-dimensional~~ an image of a commodity that can be seen from a viewpoint selected by ~~a~~ the user from among a plurality of different user-selectable viewpoints and combining an image of the commodity ~~converted from the 3-dimensional image~~ according to the extracted coordinates and an image of a background selected by a user in accordance with information about the commodity and information about the background selected by the user based on the database; and

a terminal operable by the user to view the composite image and to transmit a request to purchase the commodity; and

means for supplying the user purchase history data to the terminal for viewing by the user for reference in considering purchase of the one commodity depicted in the display image.

28. (currently amended) An electronic commerce system having a commodity purchase assistance capability and having a first apparatus connected to a network and a second apparatus connected to the network and operable by a user, wherein the first apparatus comprises:

means for producing a composite image by extracting coordinates of ~~a 3-dimensional~~ an image of a commodity that can be seen from a viewpoint selected by ~~a~~ the user from among a plurality of different user-selectable viewpoints and combining an image of the commodity ~~converted from the 3-dimensional image~~ according to the extracted coordinates and an image of a background;

means for storing user purchase history data including information concerning one or more prior purchases of one or more of the commodities by the user;

means for transmitting the composite image to the second apparatus; and

means for producing information needed to make an arrangement for delivering the commodity to the user in response to a request from the user for purchasing the commodity; and

means for supplying the user purchase history data to the second apparatus for reference by the user in considering purchase of the one commodity depicted in the display image.